

# 1987 EDITORIAL INDEX

**SALES & MARKETING**  
**MANAGEMENT**  
MAGAZINE

---

Note: This index has been compiled by the promotion department of *Sales & Marketing Management* magazine. Due to space limitations, several topics have been merged or omitted. If you'd like help in locating specific subjects not included here, please call the librarian at (212) 984-2241.

---

## ADVERTISING

Salespeople find advertising works, Jan, 20  
Spending will climb 7.6% this year, Jan, 33  
Looking for that Sunday punch, Jan, 71  
Levi Strauss clicks with new TV ads in Europe, Feb, 68  
Estimated budget as % of sales, by industry type, Feb 16, 98  
Sports marketing on a small budget, Mar, 82  
South Korea allows foreign cigarette sales; no ads, Mar, 79  
Kodak & Coke score well with Chinese TV viewers, May, 64  
Winning customers with a newsletter, May, 85  
Taxing times for Florida hotel industry?, Jun, 22  
26 TV ads shown to J. Walter Thompson stockholders, Jun, 25  
Print-ad rate negotiations soar, Jun, 36  
Canadians are widening the scope of smoking bans, Jul, 65  
Feature on Survey Issues: Putting them to work, Jul 27, A-8  
Colgate-Palmolive cleans up, Aug, 21  
Members Only scores with public service ads, Aug, 25  
Forget Max Headroom & "globalization" in China, Aug, 49  
Syndicated TV ad revenues rise 33.2%, Sep, 47  
Not seeing is believing, Sep, 81  
Blaupunkt makes its point, Sep, 90  
How to plan your ad budget, Sep, 113  
Death of the corporate ad men, Sep, 124  
Low power TV is off and running, Oct, 30  
More ads lead to more sales (Business to Business), Dec, 26  
Headache ads are causing pain, Dec, 26

## ADVERTISING AGENCIES

Ad capital of the world: London or New York?, Mar, 79  
Small southern agency cops Kelly Award, Apr, 34  
Mojo MDA hunts U.S. clients for San Francisco off., Jun, 86  
Joint venture HDM to operate in Asia, Eur., & U.S., Sep, 90  
Bilingual pitch wins BJK&E Chinese silk ind. deal, Oct, 46

## ADVERTISING, BUSINESS-TO-BUSINESS

More clout for the ad man, Apr, 116  
Thinking big with small bucks, Jun, 107  
Surprising times in Ohio, Jun, 109

## ADVERTISING CAMPAIGNS

Reading for profit at the American Library Asso., Feb, 27  
Business-to-business ads: Where's the product?, Feb, 84  
A.B. Dick graduates, Mar, 29  
Don't even think of trashing New York!, Mar, 23  
Music, Mercurys and marketing, Apr, 14  
Original Marlboro Man may return in Hong Kong, Apr, 86  
Ehrlichman hired by Hal Riney for Dreyer's TV spot, Jul, 33  
Ehrlichman axed as spokesman for Dreyer's., Jul, 33  
Take my pens, please, says Ronald Shaw, Jul, 49  
Muhammad Ali launches Primo in Mid-East & Africa, Jul, 65

## ADVERTISING, COOPERATIVE

How to choose a co-op ad agency, Mar, 94  
Ad Checking Bureau seeks release from the FTC, Mar, 33  
New PC software a big attraction at L.A. meeting, Apr, 34

Co-op advertising and computers: Powerful partners, May, 56  
Word from the FTC on vendor support programs, May, 58  
"Why do we need a co-op ad agency?", Jul, 83  
Don't throw those co-op guides to the lawyers, Nov, 99

## ADVERTISING MEDIA

MPA raises the stakes, Jan, 14  
Customs forms have Mastercard as sole advertiser, Jan, 20  
Outdoor firms to make agencies think "Billboard", Feb, 19  
Yellow Pages plays it by the book, Feb, 23  
Take a page from Unipart's (UK) calendar, Feb, 28  
Billboards: Signs of trouble, Mar, 20  
Give 'em a break (in newspaper ad rates), Mar, 24  
Action for Children's TV (ACT) may get action, Mar, 24  
VCRs: Advertising medium waiting to be born?, Apr, 29  
TWA to spend \$15 mil to push its travel channel, Apr, 86  
Doin' the direct mail two-step, May, 77  
Eleven cable companies join to form ad channel, Jun, 36  
Advertisers fiddle as McCall's burns rate card, Jul, 22  
Howling success for a hired gun, Jul, 23  
S&MM's 25th annual survey of newspaper markets, Oct 26, 84  
S&MM's 25th annual survey of TV markets, Oct 26, 128

## AIRCRAFT/AEROSPACE

McDonnell Douglas stays in the passenger jet biz, Feb, 28  
Airbus Ind. gets big orders: 1 U.S. and 1 Japanese, Apr, 41  
Stricter fed. rules on noise puts airlines in spin, Jun, 35  
Messerschmitt to build jets for China's airlines, Sep, 90

## ALCOHOL

Expect stricter curbs on drinking at sales meetings, Jan, 20  
Booze joins the gray market, Mar, 28  
Drugs can bust your sales force, Mar, 44  
Fight brews over "near beer", Mar, 33  
Swedish doctors would control drinking by computer, Mar, 79  
Hold the liquor (at sales meetings), Apr, 22  
Jim Beam triples in size with National Distillers, May, 37  
Cal. vintners vote down state-run mktg. commission, May, 37  
Moosehead beer not available to most Canadians, May, 64  
Hard liquor with meals to be next marketing push, Jun, 25  
California may give wholesalers monopoly on beer, Jun, 36  
Born-again Christian Brothers, Jul, 27  
Miller wades into wine coolers, Jul, 33  
If at first you don't succeed..., Aug, 21  
Booze back in gas stations in California, Aug, 25  
Beer legislation comes to a head, Oct, 34

## APPAREL

Sears takes 3rd among British retailers, Apr, 86  
Aca Joe makes a go, May, 31  
Liz Claiborne's pattern for success, Jun, 54  
New York no longer the fashion capital?, Aug, 25  
Feature segmt: The changing face of The North Face, Oct, 58

Feature: The shoe that lasts forever, Oct, 64  
Adidas trips up worldwide, Dec, 31

## AUDIO/VISUAL

Feature: Audiovisual's chameleon, Judd Pollock, Jan, 60  
Will it be video, slides, or filmstrips?, Jan, 74  
Equipment purchase and rental costs by type, Feb 16, 96  
PC accessory adapts to overhead projector, May, 68  
Multi-monitor monsters, May, 68  
Florsheim's push-button sales force, Jun, 23  
What you see is what you get at Bristol-Myers, Jul, 22  
Glenbrook Labs looks to the future, Jul, 46  
Is 8mm the video format of the future?, Aug, 50  
More real estate will be sold by video, Sep, 27  
What you see is what you can get, Dec, 24

## AUTOMOTIVE & TRANSPORTATION

UK Audi dealers curbed with margin cuts & demands, Jan, 67  
Olds dealer gives free Yugo with Toronado purchase, Jan, 67  
Toyota will keep spending big on R&D, Feb, 28  
Nissan now selling cars door-to-door, Feb, 68  
Automobile fleet purchase costs, Feb 16, 104  
Daily auto-rental rates by city and region, Feb 16, 106  
American dealers anxious to sell Range Rovers, Mar, 79  
Audi dealers are not unhappy over recall, Mar, 79  
Tracer: Don't call it domestic; it's international, Apr, 32  
Rolls-Royce will promote Bentley line to yuppies, Apr, 34  
Feature: Keeping salespeople on the road, Apr, 56  
Yugo marketer will introduce Malaysian-made car, May, 64  
Audi renames 4000 & 5000 series sold in the U.S., May, 64  
Federal signal's replica redux, Jun, 30  
Leyland-Daf, Iveco Ford fight it out in the UK, Jun, 35  
GM debuts new Senator for European yuppies, Jun, 86  
Arco and Ford discuss flexible-fuel vehicles, Jul, 33  
FTC pushes auto-dealer franchising law reform, Aug, 25  
Fiat's people gloat over GM's Egyptian experience, Aug, 49  
Ford's New York State surcharge will be challenged, Sep, 27  
Nissan unfazed by forecasted auto glut, Sep, 47  
15% of truckers will buy a rig this year, Sep, 48  
Jaguar to spend nearly \$2 billion on improvements, Sep, 90  
Asian Cos in Canada mean trouble across the border, Oct, 46  
Feature: What's this? Send reps to driving school?, Oct, 75  
Fleet survey: GM is the best buy, but..., Nov, 34  
How to beat the Japanese automakers, Nov, 38  
Women race ahead in car sales, Dec, 23  
Love affair with autos is still strong, Dec, 25  
And the blind shall lead them, Dec, 26  
Americans bought 37,000 cars while overseas in '86, Dec, 31  
Is Toyota stealing an idea from Knight Rider?, Dec, 31

## BANKS AND BANKING

Wells Fargo's sales force tames the Wild West, Jan, 38  
Why bankers can't sell, Jan, 42

Recruiting potential card users to be stepped up, Mar, 23  
 In Chicago they use guns and rifles, Apr, 25  
 Arizona collegians ill at ease in bank-like banks, Apr, 25  
 Bank of China issues Visa cards to select clients, Apr, 86  
 Fuji Bank teams with NYC to sell NYC, Jul, 65  
 Holdup at the branches, Aug, 14  
 Different story: Dollar Dry Dock, Aug, 14  
 To keep user fees on auto-teller machines, Sep, 27  
 Security Pacific gets aggressive, Oct, 38

#### BRAND MANAGEMENT

Sales & marketing, not Laurel & Hardy, Apr, 6  
 Feature: Repackaging the brand manager, Apr, 42  
 Brands for barter?, Apr, 124  
 Iacocca drives a new path-to the kitchen, Oct, 44  
 Campbell's gamble: Is it soup yet?, Nov, 32  
 Broker relations  
 Mini-revolt against food manufacturers coming, Feb, 19  
 Pitching to the fat cats is a hit, Dec, 24

#### BUDGETS AND BUDGETING

Feature: 16 steps to prepare a sales cost budget, Feb 16, 25  
 Feature: Step-by-step sequence for a sales meeting, Feb 16, 30  
 Ad budget as % of sales, by industry type, Feb 16, 98  
 Feature on Survey Issues: Putting them to work, Jul 27, A-8  
 Blue chips target more for automating sales, Oct, 91

#### BUSINESS MANAGEMENT

Marketing overlooked at the top, Feb, 20  
 Toyota will keep spending big on R&D, Feb, 28  
 Have Pickens (and greenmailers) improved business?, Sep, 8

#### CAREERS IN SALES & MARKETING

Foreign corps. in U.S. hiring more American execs, Jan, 67  
 The fastest track to the top, Feb, 27  
 Feature on mergers: What marketers need to know, Feb, 30  
 Feature: On the firing line, Feb, 42  
 Quick, get me a field sales manager, May, 27  
 Recruiters say "generalist" salesperson is passe, Jul, 25  
 Middle managers still at risk when the ax falls, Jul, 25  
 Hiring in sales and marketing to decrease 2nd half, Jul, 33  
 Bald is beautiful in business, Nov, 31  
 Marketing a new product...Ravo, Dec, 93

#### CATALOG SALES

Shop at home and save, Jan, 30  
 Marshall Field's expands catalog, Jan, 33  
 Sears will close 12 warehouses to trim costs, Apr, 34  
 Read any good ones lately?, Apr, 34  
 Fuller Brush will give it a try, Jun, 36  
 Focus to be narrowed, Jul, 25  
 State tax nightmare for direct marketers, Jul, 92

#### COMMUNICATIONS

Long-distance companies to change call billing, Feb, 19  
 Baby "Bells" jockey for the future, Feb, 90  
 Feature: Laptops and the sales force: New stars..., Apr, 50  
 Apple's instant link with dealers, Jun, 23  
 Forty percent of office memos are a waste of time, Jun, 25

Plans set for pvt. transatlantic fiber optic cable, Jun, 35  
 Worldwide 800 Services intros new calling card, Jul, 65  
 At last! A B-school that communicates, Jul, 74  
 Eur. EC wants competition in telecommunications, Aug, 49  
 Problem solving, free of charge, Nov, 31  
 AT&T tells hotels, cut "tax" on international calls, Nov, 38  
 "Need to know" gets costlier, Dec, 96

#### COMMUNICATIONS SYSTEMS

New answering machine separates calls for orders, Jan, 20  
 Up, up, and away! (with AD/SAT), Apr, 28  
 Telecommunications to be \$200 billion/yr. by 1996, Jun, 35  
 Trading sales tips via computer, Jul, 70  
 Coin-operated cellular phones in the wilderness?, Aug, 16  
 United will share its new Eur. reservations system, Sep, 90  
 Ordering around the clock (Voice mail), Oct, 40

#### COMPENSATION

Three ways to test your new pay plan, Jan, 84  
 Feature: Winning the sales pay battle, Feb 16, 20  
 Average 1986 for salespeople, by type, Feb 16, 55  
 Profile of sales compensation packages, Feb 16, 57  
 Starting pay, salespeople, various categories, Feb 16, 58  
 Manufacturer's reps commissions, by industry, Feb 16, 59  
 Count on ILSA for motivation, Mar, 105  
 The rewards of non-cash incentives, Apr, 110  
 Selling the pay plan is a tough sell, May, 82  
 New tax laws will cause changes in benefits pkgs, Jun, 25  
 U.S. chiefs paid more than counterparts abroad, Aug, 49  
 Investing in the sales force: More is less, Aug, 68  
 Personal use of company cars down, Oct, 34  
 Asian managers lag in salary and satisfaction, Oct, 46  
 Feature: Are you keeping up with your peers?, Oct, 50  
 Feature segment: A salary sampler, Oct, 54  
 Do personnel chiefs outearn marketing execs?, Nov, 118

#### COMPETITION

Pepsi & Coke: An all out battle in the UK, Jan, 20  
 Companies may file antitrust suits, says court, Jan, 33  
 Omni invades Astro's turf, Feb, 24  
 Tenneco beats General Dynamics on submarine bid, Mar, 34  
 Top two toy products are teamed?, Apr, 34  
 Sunbeam drops 12 products due to imports, Apr, 34  
 West Germany will continue Airbus subsidies, Apr, 86  
 Brands for barter?, Apr, 124  
 McDonald's dribbles with Soviets, Jul, 33  
 Uneasy lies IBM's crown, Sep, 105  
 Loose thinking on the service society, Oct, 106  
 How to beat the Japanese automakers, Nov, 38

#### COMPUTERS

Promises, promises, for marketers (Comdex/Fall), Jan, 22  
 A byte-sized turnaround, Mar, 88  
 Computer-based sales orders catch on fast, Mar, 89  
 Sales are not seasonal, says McGraw-Hill Research, Mar, 34

Jobs and Perot get together in joint venture, Mar, 34  
 Different reps, different needs, Apr, 88  
 Clones replay the white knight role, Apr, 90  
 Sears bellies up to bar (codes), Apr, 94  
 The scanner's diffuse impact, Apr, 94  
 When double-digit is not enough, Apr, 95  
 Co-op advertising and computers: Powerful partners, May, 56  
 Composing in video, May, 68  
 Computer gap afflicts retailers and suppliers, Jun, 95  
 Computers have a future selling to people, Jun, 96  
 Marketing triggers strong industry comeback, Jul, 66  
 By 1992, all Fortune 1000 pros will have terminals, Sep, 100  
 Feature, Xerox: Who says you can't be big & fast?, Nov, 62  
 Apple broadens its foothold among the majors, Nov, 92  
 Standing room only at Munich's computer fair, Dec, 31

#### COMPUTERS IN SALES AND MARKETING

Standing tall on the sales call, Jan, 76  
 Feature: Hewlett-Packard gives sales reps an edge, Feb, 36  
 Keeping prospects in your "selling sights", Feb, 70  
 Haggard gets H.O.T., Mar, 24  
 Blue chips jump into software for salespeople, Mar, 84  
 Bookstores without books predicted in W. Germany, Apr, 25  
 Feature: Laptops and the sales force: New stars..., Apr, 50  
 Portables market: '87 a critical turning point, Apr, 55  
 2000: A marketing odyssey, Apr, 124  
 Du Pont: the right product at the right time, May, 32  
 S&MM's Survey results: Productivity boosted 43%, May, 50  
 Tracking leads on a faster track, May, 70  
 Florsheim's push-button sales force, Jun, 23  
 From bytes of babes comes sales force automation, Jun, 92  
 IBM tries its own with selected marketing reps, Jun, 92  
 Computers catch on (slowly) in sales departments, Jun, 95  
 Photon's space-age demographics, Jul, 27  
 S&MM interview: John Diebold on PCs, Jul, 42  
 Canadian food distributor to network suppliers, Jul, 65  
 Trading sales tips via computer, Jul, 70  
 Computer helps customers do their own forecasting, Jul, 72  
 Thrifty Scot sells only to the best, Aug, 17  
 How Buick helps dealers with hi-tech tools, Aug, 54  
 Helping the salesperson keep in touch (software), Aug, 55  
 Fast EDI growth seen as uses expand, Aug, 58  
 Baxter wants a cut ASAP, Sep, 25  
 Is desktop publishing for you?, Sep, 52  
 Blue chips target more for automating sales, Oct, 91  
 Toys "R" Us bets \$14 million on competitiveness, Oct, 93  
 For Lotus, will direct mail be as simple as 1-2-3?, Nov, 87  
 Product introductions point the way, Nov, 87  
**COMPUTERS, LAPTOP**  
 Marketers prefer desktop, but plans stress laptop, May, 53

Smoothing the laptop's introduction, Sep, 97  
Half of all reps are potential users, Sep, 98  
Sales finally explode, Oct, 93  
Three musts for success, Nov, 88

### COMPUTERS, PCs

S&MM's 2nd annual forecast: Las Vegas dream  
...Jan, 28  
Blue Chip names former Atari marketer, Jan, 33  
Why PC sellers think small, Jan, 77  
This year's PC hot button: Desktop publishing,  
Jan, 78  
Sales analysis without the guesswork, Jan, 90  
Prospects looking up, Feb, 73  
H.P. will build in India to help sell software, Apr,  
41  
Xerox pulls out of the business due to IBM  
clones, Apr, 41  
Apple intros 2 new Macs that are IBM compati-  
ble, Apr, 41  
PCs and the marketer in the year 2000, Apr, 88  
No joy in computerland. (PC shipments charted),  
Apr, 90  
One giant step for the PC, May, 15  
Marketers prefer desktop, but plans stress laptop,  
May, 53  
PC accessory adapts to overhead projector, May,  
68  
The mixed outlook for 1987, May, 72  
Help trade groups broaden member services, Jun,  
94  
Selling PCs like toothpaste, Sep, 100  
PCs let Eaton give sweet service, Oct, 91  
Home PC owners think systems, Oct, 94  
PCs make selling more personal (reader com-  
ment), Oct, 95  
A Mac in your future?, Oct, 95  
PCs in the home, Nov, 88  
Shipments turn brisk again, Nov, 93  
Directory: Sales & marketing applications soft-  
ware, Dec, 65

### COMPUTER SOFTWARE

Creating budgets is a snap at Heublein, Jan, 76  
Soft.Kat's founders now fat cats fed by Grace  
div., Mar, 21  
Haggar gets H.O.T., Mar, 24  
Software drought stifles marketing, Mar, 24  
Intelligent make-believe helps make strategy,  
Mar, 85  
Traveller's aid on a PC disk, Mar, 89  
Fate of IBM's TopView windowing software  
uncertain, Mar, 34  
Sales software for Macintosh to debut this  
month, Mar, 34  
Co-op Pro by SRDS, a big attraction at L.A. meet-  
ing, Apr, 34  
Appetite for Business: New York (restaurant  
info), May, 62  
Software for the salesperson who hates key-  
boards, May, 72  
Vendors rapped on marketing lack, May, 74  
D&B software aids prospecting, Sep, 98  
Two giants jump into software, Sep, 102  
Problem solving, free of charge, Nov, 31  
Formula for good sales software, Nov, 92  
Is not an easy sell, Nov, 94  
Feature: Picking software that's right for you,  
Dec, 58  
Directory: Sales & marketing applications soft-  
ware, Dec, 65

### CONSUMER MARKETING

RCA distributors learn to love GE, Jan, 15  
Is service all that critical (in PC sales)?, Jan, 26  
Hi-tech in the desert, Feb, 6  
Liquid soaps make big inroads, Mar, 33  
Feature: Repackaging the brand manager, Apr, 42

Ciba-Geigy forms Ciba Vision Group, May, 37  
Marketing Indianapolis: Sports & stats to boggle,  
May, 45  
Regional differences will receive more attention,  
Jun, 25  
Superman turning 50 will be an event!, Jul, 26  
Digital audio marketers ignore controversy, Jul,  
33

### CONSUMER SELLING

TV home shopping: Retail's hottest pitch, Jan, 28  
Clothes and cars in a cross-sell at Hartmarx, Jan,  
33  
Home teleshopping: 87's premier growth market,  
Feb, 19  
Off-site video selling enters phase two, Oct, 41  
Consumer spending patterns  
Buying patterns by income group, Dec, 25

### COVER STORIES

Wells Fargo's sales force tames the Wild West,  
Jan, 42  
Merger Mania: What marketers need to know,  
Feb, 3, 30  
Team Players: Four former athletes make it big,  
Mar, 38  
Repackaging the brand manager, Apr, 42  
Ethics in selling, honest!, May, 42  
America's best sales forces, Jun, 41  
Armstrong salespeople are to the manor born,  
Jun, 46  
AT&T's instant sales force, Jun, 47  
Bergen Brunswig locks in sales with service,  
Jun, 48  
Black & Decker rebuilds, Jun, 49  
Liz Claiborne's pattern for success, Jun, 54  
Coca-Cola: Ex-salesman Reid markets to the  
Max, Jun, 55  
Du pont turns scientists into salespeople, Jun,  
57  
Gillette hones salespower to a fine edge, Jun, 59  
IBM's travails test its sales force, Jun, 60  
Kimberly-Clark: Do it right the first time, Jun,  
62  
Merck's grand obsession, Jun, 65  
Sales support is Northwestern's No. 1 policy,  
Jun, 66  
Xerox's makeover, Jun, 68  
John Diebold on PCs in marketing, Jul, 42  
Homegrown Marketing: How Coleman sells the  
sizzle, Aug, 28  
Is desktop publishing for you?, Sep, 52  
Apple vs. Big Blue, Sep, 54  
Making the sales close more persuasive, Sep, 55  
Compensation: Are you keeping up with your  
peers?, Oct, 50  
A salary sampler, Oct, 54  
IKEA: The new wave from Europe, Nov, 45  
Can sports stars really motivate your sales force?,  
Dec, 36

### CUSTOMER SERVICE

New answering machine separates calls for  
orders, Jan, 20  
British chain tests child-care serv. in U.S. store,  
Jan, 67  
A restaurateur's reward?, Feb, 6  
New unit clicks at Master Lock, Feb, 21  
Salaries are up for managers, Mar, 34  
Nuts and bolts of customer service, May, 6  
Certification for professionals now offered, Jun,  
35  
Bergen Brunswig locks in sales with service, Jun,  
48  
Offer good service? Now you can prove it!, Jul, 38  
A guaranteed flop, Aug, 17  
At Sonesta, service is a serious game, Oct, 31  
PCs let Eaton give sweet service, Oct, 91

Feature: Who needs district sales managers?,  
Dec, 54

### DIRECT MAIL

Marshall Field's expands catalog, Jan, 33  
"I Love Maggie" T-shirts bring in sterling (UK),  
Feb, 68  
Canada may close or privatize rural post offices,  
Mar, 79  
Do in' the direct mail two-step, May, 77  
Users fight rate increase & sales tax issues, Jun,  
35  
Skepticism of Hispanics as coupon users will  
fade, Aug, 16  
Not seeing is believing, Sep, 81  
Catching on in Europe, Sep, 90  
For Lotus, will direct mail be as simple as 1-2-3?,  
Nov, 87  
What you see is what you can get, Dec, 24  
Congress zaps ZIP discounts, Dec, 26

### DIRECT MARKETING

TV home shopping: Retail's hottest pitch, Jan, 28  
Shop at home and save, Jan, 30  
Home teleshopping: 87's premier growth market,  
Feb, 19

### DIRECT SELLING

Nissan now selling cars door-to-door, Feb, 68  
Avon won't go the "ding dong" route with Gior-  
gio, May, 37  
Computers have a future: Selling to people, Jun, 96  
Lawyers go mass market, Aug, 32

### EDUCATION

Business schools unlikely to teach telemarketing,  
Mar, 23  
Japanese cities push for U.S. university branches,  
Apr, 86  
Cover story: Ethics in selling, honest!, May, 42  
Seminar on performance of internat'l agents set,  
May, 64  
At last! A B-school that communicates, Jul, 74  
Philip Morris invests in marketing's future, Aug,  
20  
More pressure for marketing executives?, Oct, 34  
Loose thinking on the service society, Oct, 106  
MBAs may yet benefit business, Dec, 16

### ETHICS

(Unethical) business as usual (Editorial), May, 6  
All's fair in love and marketing (book review),  
May, 22  
Stuart Karl & others ousted at Karl-Lorimar,  
May, 37  
Cover story: Ethics in selling, honest!, May, 42  
If we knew then..., May, 43  
This industry leader means business, May, 44  
Feature: Did your salesman lie to get his job?,  
Nov, 54  
Event Marketing  
Colgate-Palmolive cleans up, Aug, 21  
Exhibitions  
Not a customer in sight, but the show's a hit,  
Dec, 87  
Family business  
Who's minding the store?, Jul, 53

### FLEET CARS

Purchase costs, 6 most popular makes, Feb, 16,  
104  
Feature: Keeping salespeople on the road, Apr, 56  
The best fleet in town, Apr, 61  
Ford wins the company car war in the UK, Apr,  
86  
FTC puts brakes on fleet car costs, Jun, 36  
90% of survey respondents allow personal use,  
Aug, 26



Personal use of company cars down, Oct, 34  
Feature: What's this? Send reps to driving school?, Oct, 75  
Fleet survey: GM is the best buy, but..., Nov, 34

#### FOOD AND BEVERAGE

Coca-Cola: Ex salesman Reid markets to the Max, Jun, 55  
Planners for fast food ind. will face a problem, Aug, 16

#### FORECASTING

Leo Cherne strikes again, Feb, 23  
Why do analysts' & bus. execs' forecasts differ?, Sep, 8  
Job forecasts tell where the business will be, Sep, 25

#### FOREIGN COMPETITION

Europe's VCR & tape makers brace for Korean influx, Dec, 31  
Faithful ally, the pirate of Britannica, Dec, 31

#### FOREIGN INVESTMENT

Australia's Gold Coast attracts Japanese investors, May, 64

#### FOREIGN TRAVEL

Lufthansa aims to shoot down proposed fare cuts, Jul, 65  
More Americans will vacation in Europe this year, Jul, 65  
West Germany's luxury train makes last trip, Jul, 65  
Marriott picks Warsaw for 1st Eastern Bloc hotel, Sep, 90  
Expect hotel building boom in the U.K., Sep, 90  
Americans bought 37,000 cars while overseas in '86, Dec, 31

#### FRANCHISING

Inns on the outs, May, 30  
Century 21 will move into Great Britain, Jun, 86  
Wicks 'N' Sticks eyes Canada, Jul, 65  
Domino's Chicago outlets increase despite locals, Aug, 25  
Franchisors find a welcome in Japan, Sep, 32  
Tinder Box rekindles its flame, Sep, 42

#### GOVERNMENT

Less high on the hog, Jan, 14  
Customs forms have Mastercard as sole advertiser, Jan, 20  
FTC won't change rules on negative option plans, Jan, 33  
Fleetwood Enterprises to pay civil, criminal fines, Jan, 33  
West German & Swiss machine tool import limits set, Jan, 34  
FDA to provide a boost for plastic food containers, Jan, 34  
U.S. grants trademark to Solo (W. Germany), Jan, 67  
Congress will take aim at marketing issues, Jan, 94  
Doctors get OK to sell drugs, Feb, 19  
Telemarketing crackdown looms, says the FTC, Feb, 27  
FTC will allow food stores to issue rainchecks, Feb, 27  
Will replace its 24-year-old telephone system, Feb, 28  
Action for Children's TV (ACT) may get action, Mar, 24  
U.S. - Canada trade talks: Hands across the border, Mar, 56  
Japan's digital tape recorders to hit a roadblock, Mar, 33

Fight brews over "near beer", Mar, 33  
Dems may expand state attorney generals' powers, Mar, 34

Did the DOD buy counterfeit fasteners?, Mar, 34  
Hechst-Celanes merger put on hold by FTC, Mar, 34

Privatizing state-owned corps. may set record, Apr, 25

Ohio Sen. pushes bill to strengthen anti-trust law, Apr, 41

FDA gives nod to Eli Lilly to sell growth hormone, Apr, 41

West Germany will continue Airbus subsidies, Apr, 86

West Germany sells remaining 25% of Veba AG, Apr, 86

Will the trade bill solve anything?, Apr, 124  
Will Congress thwart the dreaded DAT?, May, 30

Rep. Gephardt offers controversial trade plan, May, 37

FTC simplifies warranty rules, May, 37

Cal. vintners vote down state-run mktg. commission, May, 37

Trade group forms to promote asbestos alternatives, May, 38

Word from the FTC on vendor support programs, May, 58

May grant states increased sales taxing ability, Jun, 35

Commerce Dept. says Japan is dumping pipe fittings, Jun, 35

FTC puts brakes on fleet car costs, Jun, 36

California may give wholesalers monopoly on beer, Jun, 36

Skin creams: The FDA lays siege to claims, Jun, 116

FTC to feel heat from reps at war with Wal-Mart, Jul, 25

Canadians are widening the scope of smoking bans, Jul, 65

State tax nightmare for direct marketers, Jul, 92

Auto-dealer franchising law reform pushed by FTC, Aug, 25

FTC queries Kraft on calcium content claim, Aug, 25

Toy-inspired TV cartoons under review by FCC, Aug, 25

A volley is fired against nonprofits, Aug, 72

Antitrust storm brews in Congress, Aug, 72

Are telemarketers worried enough to reform?, Sep, 33

Food mktks. rejoice: Reagan allows health claims, Sep, 47

FTC to ease rules on games of chance, Sep, 47

Congress's RX for health care, Oct, 31

Regulating telemarketers, Oct, 34

Beer legislation comes to a head, Oct, 34

Senate bill would help terminated dealers, Oct, 34

Fools rush in...to legislate metro areas, Nov, 13

A cry for regulation of lead generation, Nov, 29

Supreme court to hear marketing disputes, Nov, 30

Trademark protection, Nov, 34

Cigarette war in France heats up, Nov, 34

Don't throw those co-op guides to the lawyers, Nov, 99

Dealer bill heads for passage, Dec, 26

Restrictions easing on cordless goods, Dec, 26

Germany: The big get bigger, Dec, 31

"Need to know" gets costlier, Dec, 96

#### GROCERY SALES

Supermarkets will post premium offers near items, Feb, 19  
Arco tests gasless mini-markets, Mar, 33  
Campbell's to pull the plug on Soup du Jour, Jun, 25

Japanese food products continue growth in the U.S., Jun, 86

Ralph's succumbs to double trouble in Southern CA, Sep, 47

Fast food and video rentals gain at C-stores, Sep, 47

Produce produces at the market, Oct, 29

An alternative sales force, Nov, 10

Campbell's gamble: Is it soup yet?, Nov, 32

Marketers: Help your needy supermarkets, Nov, 37

White bread leads the pack, Dec, 23

#### HIGH-TECH SOCIETIES

LA to Las Vegas magnetic train will be W. German, Aug, 49

Hiring  
Some Japanese co's hire execs based on blood type, Feb, 68

General Automation helps dealers hire the best, May, 26

Temporaries: The new look in sales, Aug, 39

Hiring plans face serious bottlenecks, Sep, 124

Feature: Did your salesman lie to get his job?, Nov, 54

#### HIRING & TRAINING

Companies to rely more on intern programs, Jan, 20

Early alert on new hires, Jul, 22

Home teleshopping  
Viewers in Japan order \$500,000 from NYC retailers, Feb, 68

J.C. Penny joins the movement in Chicago, Mar, 33

Home shopping networks: "We're no fad", Jul, 92

State tax nightmare for direct marketers, Jul, 92

Feature on TV's shopping shows: Your next move?, Oct, 85

#### INCENTIVES

Three ways to test your new pay plan, Jan, 84

Wells Fargo's sales force tames the Wild West, Jan, 45

Tips from Curt Carlson, Feb, 79

Misc. data, selected incentive travel destinations, Feb 16, 90

Count on ILSA for motivation, Mar, 105

Feature: The spa alternative, Apr, 71

Feature: Monsanto's anniversary bash, Apr, 74

Peer prestige puts POW in salespower, Jun, 70

Honest Jim and the "Medallion", Jul, 82

Motivational masterpieces, Sep, 60

#### INDUSTRIAL MARKETING

Safety & hygiene equipment mfrs see increase in '87, Jan, 34

Closing the gap between R&D and marketing, Mar, 26

Chips ahoy (with TI), Mar, 30

Hard times for machine tool marketers, May, 30

Trade group forms to promote asbestos alternatives, May, 38

Commercial kitchen equipment is sold to home users, Jul, 27

Raw mat. needs for cleaning products will increase, Jul, 38

#### INDUSTRIAL SALES

Salespeople find advertising works, Jan, 20

Companies are likely to reduce vendor lists in '87, Jan, 34

Big shows demand big plans, Feb, 74

Business-to-business ads: Where's the product?, Feb, 84

Pump and compressor sales up, Mar, 34

Manufacturing's contrary growth, Apr, 31

Counterfeit industrial products still a problem, Apr, 41  
 AT&T to use dealers to build small-customer base, May, 38  
 Purch. agents buy more production from outside, Jul, 38  
 Thrifty Scot sells only to the best, Aug, 17  
 Construction equipment sales up 8.3%, Sep, 48  
 A phone is better than a face, Oct, 29  
 Construction equipment sales up, Dec, 26  
 Feature: Who needs district sales managers?, Dec, 54  
 When the problem is skills, start from scratch, Dec, 90

#### INFORMATION SYSTEMS

Harnessing the data explosion, Jan, 31  
 Sales analysis without the guesswork, Jan, 90  
 Feature: The big payoff, Feb, 58  
 Senior execs as "have nots?", Feb, 73  
 Big Brother is watching us watch them, Feb, 90  
 Insurance sales  
 Feature: Will this man revolutionize life insur.?, Dec, 43

#### INTERNATIONAL MARKETING

W. German sprayers to carry U.S. federal trademark, Jan, 67  
 Many U.S. marketers may be disappointed in China, Jan, 67  
 GM sets up new board to coordinate efforts in Eur., Jan, 67  
 USSR and West Germany ponder joint ventures, Feb, 68  
 Jaguar to sell cars through a Japanese dept. store, Feb, 68  
 Booze joins the gray market, Mar, 28  
 Digital tape recorders will hit a roadblock, Mar, 33  
 Allis-Chalmers splits into two units, Mar, 34  
 Britain builds them bigger (super stores), Mar, 79  
 More managers will be assigned to headquarters, Apr, 25  
 China stages 9 day trade fair in New York, Apr, 86  
 Will the trade bill solve anything?, Apr, 124  
 Will Congress thwart the dreaded DAT?, May, 30  
 Rep. Gephardt offers controversial trade plan, May, 37  
 Lowering dollar strains relations with W. Germany, May, 64  
 Allen-Edmonds fires 1st shoe at Japan's ambassador, May, 64  
 Commerce Dept. says Japan is dumping pipe fittings, Jun, 35  
 Only the brave deserve the fair (in Japan), Jun, 101  
 Europe's sealant market to grow more competitive, Jul, 38  
 Japanese to build U.S. plants; avoid trade limits, Jul, 65  
 Brits bring wine markets to Safeway Stores, Aug, 25  
 USSR a hot market for the welding industry, Aug, 26  
 Toronto: The most attractive "American" city, Aug, 42  
 Lockheed barbers for a deal with Korea, Sep, 40  
 Ricoh will make and sell its products in the U.S., Oct, 46  
 British Telecom crosses the language barrier, Oct, 46  
 Nestle finds a partner in Egypt, Nov, 38  
 Shakey's adds Jordan and Kuwait as outlets, Dec, 31

**INTERNATIONAL RELATIONS**  
 McDonald's finds a friend in the Soviet government, Jan, 67

U.S. - Canada trade talks: Hands across the border, Mar, 56  
 Trouble at the border with Canada's new tariffs?, Aug, 26  
 Asian autos built in Canada: Trouble at the border, Oct, 46

#### INTERNATIONAL SALES

Robot mfrs. plan business as usual at Chicago show, Jan, 67  
 NYC retailers sell tele shoppers in Japan, Feb, 68  
 California governor takes hard line vs. Japan, Mar, 33  
 Printemps to open 1st U.S. department store, Mar, 79  
 NYC's 5th Ave. stores now have Japanese "sisters", Mar, 79  
 Innocents at home send trainers abroad, Apr, 22  
 Hi-tech surg. prod. sales to double in Eur. by '91, Apr, 41  
 Feature: The Pacific age, Apr, 64  
 Construction equipment exports down 12% in 1986, May, 38  
 Japanese flood EEC with record number of new cars, Jun, 35  
 British yell "Foul!" over "Buy American" bill, Jun, 86  
 Selling to a Japanese, Jul, 58  
 Boeing near \$1 billion deal with Taiwan for jets, Aug, 26  
 Franchisors find a welcome in Japan, Sep, 32  
 Paper industry exports hit \$4.7 billion in '86, Sep, 48  
 Israel's kibbutz cos. find U.S. a ready customer, Sep, 90  
 Bilingual pitch wins BJK&E Chinese silk ind. deal, Oct, 46  
 TLC Group eyes Beatrice's European sales, Nov, 38  
 It helps to have a friend, Dec, 25  
 Europe's VCR & tape makers brace for Korean influx, Dec, 31

#### INTERNATIONAL TRADE

Foreign purchases by U.S. firms rise markedly, Sep, 48

#### INTERNATIONAL TRAVEL

Trans-Europe express? Maybe someday, Feb, 68  
 China sets up 6 new independent airlines, Apr, 86  
 No more chopsticks on China's state-run airline, Apr, 86  
 For services in Paris, just say "2A sent me", Jun, 86  
 Air Canada's success embarrasses British Airways, Aug, 49  
 Sheraton has master plan for Asia, Aug, 49

#### LEGAL

Companies may file antitrust suits, says court, Jan, 33  
 Rolex scores against knockoffs, Jan, 33  
 Discount air tickets won't fly with Chicago court, Jan, 33  
 Pennex loses to Schering in packaging litigation, Jan, 34  
 Feature: Noncompetitive clauses, litigation heaven?, Jan, 52  
 Playing it safe (on product liability), Apr, 78  
 Court rules against Kraft on ice cream bar wrapper, Jun, 36  
 Laying down the law (book review), Aug, 13  
 Lawyers go mass market, Aug, 32  
 Supreme court to hear marketing disputes, Nov, 30  
 Trademark protection, Nov, 34  
 Faithful ally, the pirate of Britannica, Dec, 31

#### MANUFACTURER'S AGENTS

Seminar on performance of internat'l agents set, May, 64  
 Sales support is Northwestern's No. 1 policy, Jun, 66  
 Losing out on house accounts, Oct, 34

#### MANUFACTURERS REPS

Commissions, by industry type, Feb, 16, 59  
 Wal-Mart's war on reps, Mar, 41  
 FTC to feel heat from reps war with Wal-Mart, Jul, 25  
 Teaming up for the attention of independent reps, Nov, 110  
 Manufacturing  
 Top 50 metro markets in manufacturing activity, Apr, 27, 22  
 State summaries of manufacturing industries, Apr, 27, 26  
 Top 50 counties in shipments, Apr, 27, 29  
 Profile of top 50 manufacturing industries, Apr, 27, 32  
 GM delays opening assembly plant in Egypt, May, 38  
 Tax on appliance mfrs for refrigerant use?, Sep, 48

#### MARKET ANALYSIS

Research launches Syntellect, Jan, 26  
 Leo Cherne strikes again, Feb, 23  
 Discount wars heat up in Chicago, Jun, 29  
 Tandon counts on secret intelligence, Aug, 15

#### MARKET DATA

Chemical sales up 1%, profits up 54% in '86, Feb, 28  
 Machine tool orders fell as '86 was winding down, Feb, 28  
 Metal door and window market will grow, Feb, 28  
 Coke replaced Pepsi as the best-selling soft drink, Mar, 33  
 Manufacturing's contrary growth, Apr, 31  
 Counterfeit industrial products still a problem, Apr, 41  
 Trinet & the Census Bureau: Why they don't agree, Apr, 27, 33  
 Top 50 metro markets in manufacturing activity, Apr, 27, 22  
 '86 U.S. sales, shipments/receipts, by 4 digit SIC, Apr, 27, 40  
 '86 sales, mfg. & nonmfg. St./Cty. by 4 digit SIC, Apr, 27, 45  
 Easter candy sales will top Valentine's Day, Jun, 25  
 Healthy foods serve up a healthy bottom line, May, 34  
 Electronic chemicals mkt. to hit \$5 billion by '90, Jun, 35  
 IBM and AT&T make a difference, Jul, 70  
 Steel sales to fall 2nd half, alum. to fare better, Aug, 26  
 Machine tool sales still down, automation flat, Aug, 26

#### MARKET EXPANSION

Walgreen's plans 100 new units this year, Feb, 27  
 A.B. Dick graduates, Mar, 29  
 Nutrasweet unveils three-step plan, May, 37  
 Commercial kitchen equipment sold to home users, Jul, 27  
 Hospitals to sell take-out food for special diets, Aug, 25  
 Guerrilla tactics in sales & marketing, Sep, 71  
 Security Pacific gets aggressive, Oct, 38  
 Ciba-Geigy sees a market in contact lenses, Dec, 31

#### MARKET REBUILDING

Looking for that Sunday punch, Jan, 71

Giving sales a big lift, Mar, 23  
 Born-again Christian Brothers, Jul, 27  
 Tinder Box rekindles its flame, Sep, 42  
 At Activision, a sales team wins the game, Nov, 31

#### MARKET RESEARCH

Harnessing the data explosion, Jan, 31  
 Test marketing put to the test, Mar, 65  
 Feature: Monsanto's anniversary bash, Apr, 74  
 The \$1,500 research department, Jun, 88  
 Feature on Survey Issues: Putting them to work, Jul 27, A-8  
 Giving market research the old college try, Aug, 20

#### MARKET SEGMENTATION

Kimberly-Clark: Do it right the first time, Jun, 62  
 Sony to increase emphasis on special markets, Aug, 16

#### MARKETING AND THE LAW

The fall of United Sciences of America, Mar, 20  
 Fake perfumes make big dollars and cents, Apr, 32  
 Painful news for Thompson Medical on Aspercreme, Apr, 34  
 Hartz gets knocked in Federal court, Apr, 34  
 Playing it safe (on product liability), Apr, 78  
 All's fair in love and marketing (book review), May, 22  
 Lorimar-Telepictures cuts Stuart Karl & 2 others, May, 37  
 Is all price fixing illegal?, Jul, 33  
 Court says indirectly victimized can't sue, Jul, 38  
 Thrifty drug settles false advertising suit in CA, Aug, 25  
 Antitrust storm brews in Congress, Aug, 72  
 Are telemarketers worried enough to reform?, Sep, 33  
 First Alert(s) Black & Decker to switch switch, Sep, 47  
 Consumers Union may pursue claims against Regina, Sep, 48  
 The salesman who went sour, Sep, 67  
 Supreme court to hear marketing disputes, Nov, 30

#### MARKETING AND SOCIETY

Home ownership declining since 1980, Feb, 28  
 Canadians strike gold with Maple Leaf coins, Feb, 68  
 Look for more "Made in the U.S.A." logos, Mar, 23  
 (Unethical) business as usual (Editorial), May, 6  
 Comic books hit the campus - at adult prices, Jun, 31  
 Japanese yuppies shell out for the military look, Aug, 49  
 The reselling of America, Dec, 16

#### MARKETING BUDGETS

Mattel reviews selling costs after 1986 losses, Jun, 36  
 Marketing triggers strong computer ind. comeback, Jul, 66  
 Feature on Survey Issues: Putting them to work, Jul 27, A-8  
 Costs of a sales call now at \$229.70, Aug, 26  
 Investing in the sales force: More is less, Aug, 68  
 Are trade shows worth it?, Aug, 35  
 Here comes the one-day-a-week sales manager, Sep, 24  
 How to plan your ad budget, Sep, 113

#### MARKETING MANAGEMENT

Wells Fargo's sales force tames the Wild West, Jan, 38

How to get the most from your PR agency, Mar, 98  
 Philip Morris invests in marketing's future, Aug, 20  
 AMA wants marketing function expanded, Aug, 49  
 More pressure for marketing executives?, Oct, 34

#### MARKETING PLANNING

Cutting promotions to fit the marketing plan, Jan, 79  
 Feature: Introduction techniques for a fast start, Feb, 49  
 Closing the gap between R&D and marketing, Mar, 26  
 Feature on Survey Issues: Putting them to work, Jul 27, A-8  
 Feature segmt: The changing face of The North Face, Oct, 60

#### MARKETING STRATEGIES

Is service all that critical (in PC sales)?, Jan, 26  
 Happy landings for department stores?, Feb, 22  
 Business-to-business ads: Where's the product?, Feb, 84  
 Chips ahoy (with TI), Mar, 30  
 Japanese use an old ploy with "new" & "improved", Mar, 79  
 Feature: Battling for the power of the seats, Apr, 46  
 SICBP: Get closer, Apr 27, 8  
 Ciba-Geigy forms Ciba Vision Group, May, 37  
 Wanted: 45 million more drug buyers, Jul, 26  
 A "shyster's" story, Aug, 14  
 Guerrilla tactics in sales & marketing, Sep, 71  
 Iacocca driv a new path-to the kitchen, Oct, 44  
 Vivitar focuses on new distribution channels, Nov, 32  
 Cover story on IKEA: The new wave from Europe, Nov, 45  
 Feature: Once you've got 'em, never let 'em go, Nov, 73  
 Teaming up for the attention of independent reps, Nov, 110  
 Pitching to the fat cats is a hit, Dec, 24  
 Not a customer in sight, but the show's a hit, Dec, 87

#### MEETING PLANNING

Most meeting planners are women, Jan, 34  
 What to tell them in advance, Mar, 90  
 To err is human, to forget disastrous, Sep, 116

#### MERGERS AND ACQUISITIONS

BASF acquires Zerex. Coolant market heats up, Jan, 34  
 Feature: What marketers need to know, Feb, 30  
 British execs plead for more "international view", Feb, 68  
 Soft.Kat's founders now fat cats fed by Grace div., Mar, 21  
 Loral to acquire the Aerospace div. of Goodyear, Mar, 34  
 American-National's fruitful marriage, May, 27  
 American Brands acquires National Distillers, May, 37  
 Matchless buys American Brands subsidiaries, Jun, 35  
 Kraft keeps beefing up, Jul, 33  
 Baxter Travenol Labs acquires Casemark, Inc., Aug, 21  
 Cooper Industries buys compressor division of Joy, Aug, 26  
 Analysts doubt takeover of Santa Fe Southern Pac., Sep, 27  
 Faberge buys Elizabeth Arden from Lily, Sep, 48  
 British Airways & British Caledonia push merger, Sep, 90

#### MOTIVATION (ALSO SEE INCENTIVES)

Three ways to test your new pay plan, Jan, 84  
 Tips from Curt Carlson, Feb, 79  
 The best fleet in town, Apr, 61  
 The rewards of non-cash incentives, Apr, 110  
 Selling the pay plan is a tough sell, May, 82  
 Shopping at the premium show, Jun, 104  
 At A-P-A, everybody wins, Jul, 80  
 Radio for winners only?, Sep, 24  
 Teaming up for the attention of independent reps, Nov, 110  
 Cover story: Can sports stars really motivate?, Dec, 36

#### NEW PRODUCTS

Promises, promises, for marketers (Comdex/Fall), Jan, 22  
 Reach out & shoot someone with your gun-phone, Feb, 27  
 Feature: Introduction techniques for a fast start, Feb, 49  
 Test marketing put to the test, Mar, 65  
 New record set in '86, Mar, 33  
 For trendy vendors, the audition's the thing, Apr, 23  
 Best new products, '86, per Amer. Marketing Assn., Apr, 28  
 Baldness drug could gross billions, Apr, 34  
 Kodak and Fuji unveil disposable cameras, Apr, 34  
 Japanese chewing gum is the newest stress test, Apr, 86  
 Du Pont: the right product at the right time, May, 32  
 Uses of specialty polymer blends expanding fast, May, 38  
 Say "cheese" (camera makers compete), Jun, 28  
 German schoolboys make Rubik's Cube-solving robot, Jul, 25  
 Backslappers, Inc., Jul, 82  
 Hang-Up Helper (Editor's Side Pocket), Aug, 4  
 If at first you don't succeed..., Aug, 21  
 American Express checks it out, Aug, 22  
 Arena football scores in its first season, Sep, 34  
 Reinventing (and marketing) the wheel, Sep, 56  
 Manicure appliance sales far beyond expectations, Sep, 90  
 British Telecom crosses the language barrier, Oct, 46  
 Feature: The shoe that lasts forever, Oct, 64  
 Kicking off a promotion, Nov, 31  
 Next appliance from Japan: Bread-makers, Nov, 38  
 Feature: The day they sold the first Polaroid, Nov, 68  
 Restrictions easing on cordless goods, Dec, 26

#### PROMOTION

How to get the most from your PR agency, Mar, 98  
 Look for more "Made in the USA" logos, Mar, 23  
 N.V. Philips craves attention. Will use own name, May, 64  
 Winning customers with a newsletter, May, 85  
 Paper Moon finds the perfect mate; Polaroid, Jun, 28  
 Warranty promo could backfire on American Express, Jun, 36  
 Howling success for a hired gun, Jul, 23  
 Public relations blitzes will be more or less, Jul, 25  
 Honest Jim and the "Medallion", Jul, 82  
 Dexatrim fattens up on Shoppers PayDay, Jul, 86  
 Hardee's scores with Arena football, Sep, 34  
 Kicking off a promotion, Nov, 31

#### PUBLISHING

This year's PC hot button: Desktop publishing, Jan, 78



More specialized, upscale magazines on the way, Apr, 25  
 Composing in video, May, 68  
 Comic books hit the campus - at adult prices, Jun, 31  
 Advertisers fiddle as McCall's burns rate card, Jul, 23  
 Chinese intro new mag. on U.S. bus. opportunities, Jul, 65  
 State tax nightmare for direct marketers, Jul, 92  
 Over 100 computer mags. folded between '83 & '86, Aug, 26  
 PacBell revamps yellow pages, Sep, 47  
 Is desktop publishing for you?, Sep, 52  
 "Some of my best friends are headline writers"..., Dec, 16

## RECRUITING

General Automation helps dealers hire the best, May, 26  
 What you see is what you get at Bristol-Myers, Jul, 22

## RETAILING

TV home shopping: Retail's hottest pitch, Jan, 28  
 Shop at home and save, Jan, 30  
 Vanna White goes to the mattresses. Yuck, Jan, 33  
 British chain tests child-care serv. in U.S. store, Jan, 67  
 Woolworth to try the children's market in the UK, Feb, 19  
 A flashy slow-grow (in consumer electronics), Feb, 22  
 Happy landings for department stores?, Feb, 22  
 Sales outlook dim for 1987, says NRMA, Feb, 27  
 High-tech toys get attention at New York Toy Show, Mar, 23  
 Printemps to open 1st U.S. department store, Mar, 79  
 NYC's 5th Ave. stores now have Japanese "sisters", Mar, 79  
 Sears will close 12 warehouses to trim costs, Apr, 34  
 Sears bellies up to bar (codes), Apr, 94  
 Aca Joe makes a go, May, 31  
 Discount wars heat up in Chicago, Jun, 29  
 Customer design content of their audio tapes, Jun, 36  
 Computer gap afflicts retailers and suppliers, Jun, 95  
 When promotional worlds collide, Jun, 116  
 Dextrin fattens up on Shoppers PayDay, Jul, 86  
 Dept stores may lose some cosmetic & perfume lines, Aug, 16  
 Microwaves the favorite of electronic households, Oct, 40  
 Off-site video selling enters phase two, Oct, 41  
 Feature on TV's shopping shows: Your next move?, Oct, 85  
 S&MM merchandise line sales data, Oct 26, 42  
 Vivitar focuses on new distribution channels, Nov, 32  
 Statistics and the salesperson, Dec, 10  
 S&MM Interview  
 Tips from Curt Carlson, Feb, 79  
 John Diebold on PCs in marketing, Jul, 42  
 Projections: Just how reliable are they?, Oct 26, Ed Spar and Elias Fokas, Oct 26, 8  
 Feature: Will this man revolutionize life insur.?, Dec, 43

## SALES AIDS

Will it be video, slides, or filmstrips?, Jan, 74  
 Handy high-tech sales aids, Mar, 87  
 2000: A marketing odyssey, Apr, 124  
 Smoothing the laptop's introduction, Sep, 97  
 D&B software aids prospecting, Sep, 98  
 Product introductions point the way, Nov, 87

## SALES COMMUNICATIONS

Apple's instant link with dealers, Jun, 23  
 Forty percent of office memos are a waste of time, Jun, 25  
 Trading sales tips via computer, Jul, 70  
 Is 8mm the video format of the future?, Aug, 50  
 Helping the salesperson keep in touch (software), Aug, 55  
 PCs let Eaton give sweet service, Oct, 91  
 Toys "R" Us bets \$14 million on competitiveness, Oct, 93  
 Feature, Xerox: Who says you can't be big & fast?, Nov, 62  
 Feature: Is the call report on the way out?, Nov, 78

## SALES FORCE DEPLOYMENT

Gillette hones salespower to a fine edge, Jun, 59  
 Campbell's gamble: Is it soup yet?, Nov, 32

## SALES FORCE DEVELOPMENT

Wells Fargo's sales force tames the Wild West, Jan, 38  
 AT&T's instant sales force, Jun, 47  
 Investing in the sales force: More is less, Aug, 68  
 Honeywell salespeople unite!, Sep, 24  
 Hiring plans face serious bottlenecks, Sep, 124  
 At Activision, a sales team wins the game, Nov, 31

## SALES FORCE MANAGEMENT

Sales analysis without the guesswork, Jan, 90  
 Feature on mergers: What marketers need to know, Feb, 30  
 Tips from Curt Carlson, Feb, 79  
 If the customer mentions cost, you've lost, Feb, 81  
 Feature: Winning the sales pay battle, Feb 16, 20  
 Drugs can bust your sales force, Mar, 44  
 Merging two sales forces into one, Mar, 102  
 IBM to merge Rolm's reps into Info. Systems Div., Apr, 41  
 Feature: Battling for the power of the seats, Apr, 46  
 Improving your sales posture, Apr, 102  
 Top management joins the sales team, May, 3  
 Selling beyond the PA, part I - Top mgmt joins..., May, 76  
 It's risky, but top managers must sell, Jun, 98  
 Selling beyond the PA, part II - It's risky..., Jun, 98  
 Early alert on new hires, Jul, 22  
 Selling beyond the PA, part III - Rules..., Jul, 76  
 District manager is a marginal job, Aug, 64  
 Every cold call needs a hot idea, Sep, 110  
 If you miss the market, it won't miss you, Nov, 102

## SALES FORCE RESTRUCTURING

Xerox's makeover, Jun, 68

## SALES MANAGEMENT

How to murder your sales trainer, Apr, 106  
 Coca-Cola: Ex salesman Reid markets to the Max, Jun, 55  
 Holdup at the branches (banks), Aug, 14  
 Here comes the one-day-a-week sales manager, Sep, 24  
 Feature: Did your salesman lie to get his job?, Nov, 54  
 Feature: Is the call report on the way out?, Nov, 78  
 Directory: Sales & marketing computer software, Dec, 65

## SALESMANSHIP

If the customer mentions cost, you've lost, Feb, 81

Playing chess with the big boys (book review), Mar, 13  
 Cover story on former athletes in sales, Mar, 38  
 Improving your sales posture, Apr, 102  
 Get-rich-quick guru goes broke, Jul, 33  
 Take my pens, please, says Ronald Shaw, Jul, 49  
 Selling to a Japanese, Jul, 58  
 How the pros hang in there, Aug, 10  
 Every cold call needs a hot idea, Sep, 110  
 Doctor, lawyer... the salesperson is still chief, Oct, 10  
 Help yourself; negotiate the sale, Oct, 97  
 And the blind shall lead them, Dec, 26  
 To come in 1st, make every sales call your last, Dec, 83

## SALES MEETINGS

Bally's new kick, (Business Theatre), Jan, 15  
 Expect stricter curbs on drinking, Jan, 29  
 Most meeting planners are women, Jan, 34  
 Early work warms up the meeting, Feb, 77  
 Feature: A step-by-step sequence for budgeting, Feb 16, 30  
 Cost profile of 30 major metro areas, Feb 16, 63  
 Capacities and rates: selected conference centers, Feb 16, 72  
 Capacities and rates: selected airport hotels, Feb 16, 75  
 Capacities and rates: selected resort hotels, Feb 16, 76  
 Capacities and rates: selected budget motel chains, Feb 16, 84  
 What to tell them in advance, Mar, 90  
 Hold the liquor, Apr, 22  
 Learning to go for baroque, May, 26  
 Answers to a good meeting: Questions!, May, 79  
 Taxing times for Florida hotel industry?, Jun, 22  
 Glenbrook Labs looks to the future, Jul, 46  
 Firing up a sizzling sales force, Jul, 87  
 To err is human, to forget disastrous, Sep, 116  
 Feature: Roughing it with The North Face, Oct, 58  
 Salespeople sound off on meetings, Nov, 108

## SALES PRODUCTIVITY

Feature: Hewlett-Packard gives sales reps an edge, Feb, 36  
 Keeping prospects in your "selling sights", Feb, 70  
 Feature: 5 steps to create a Call Efficiency Index, Feb 16, 28  
 Feature: Laptops and the sales force: New stars..., Apr, 50  
 Where IBM still leads the way, May, 27  
 Ranked top priority among marketing execs, May, 90  
 Feature: Picking software that's right for you, Dec, 58

## SALES PROPOSALS

Is desktop publishing for you?, Sep, 52  
 Sales representatives  
 Wal-Mart's war on reps, Mar, 41

## SALES STRATEGIES

Giving sales a big lift, Mar, 23  
 To come in 1st, make every sales call your last, Dec, 83

## SALES SUPPORT

Temporaries: The new look in sales, Aug, 39  
 Feature: Picking software that's right for you, Dec, 58

## SALES TRAINING

Companies to rely more on intern programs, Jan, 20  
 New unit clicks at Master Lock, Feb, 21  
 Big shows demand big plans, Feb, 74

Profile of costs, sites, and length of period, Feb 16, 62  
 Innocents at home send trainers abroad, Apr, 22  
 Playing it safe (on product liability), Apr, 78  
 How to murder your sales trainer, Apr, 106  
 Armstrong salespeople are to the manor born, Jun, 46  
 Merck's grand obsession, Jun, 65  
 American abroad: Iveco's man in Yugoslavia, Jun, 76  
 Different story: Dollar Dry Dock (bank), Aug, 15  
 How to train sales people to survive a shake-up, Aug, 62  
 District manager is a marginal job, Aug, 64  
 Motivational masterpieces, Sep, 60  
 At Sonesta, service is a serious game, Oct, 31  
 Feature: What's this? Send reps to driving school?, Oct, 75  
 Thinking on their feet, Dec, 89  
 When the problem is skills, start from scratch, Dec, 90

#### TECHNICAL SELLING

Info-tech companies urged to try Pacific Rim mkt, Jan, 34  
 Feature: Hewlett-Packard gives sales reps an edge, Feb, 36  
 Business-to-business ads: Where's the product?, Feb, 84  
 Metaphor's high-cost sell pays off, Apr, 25  
 Hi-tech surg. prod. sales to double in Eur. by '91, Apr, 41  
 Du Pont turns scientists into salespeople, Jun, 57  
 When the problem is skills, start from scratch, Dec, 90

#### TELEMARKETING

Crackdown looms, Feb, 27  
 Unlikely that business schools will offer courses, Mar, 23  
 Local restrictions will continue to proliferate, Apr, 25  
 Auto-dial, auto-answer: Sanyo intros Auto-hang-up, May, 64  
 Answering machines may slow growth, Jun, 25  
 State tax nightmare for direct marketers, Jul, 92  
 Worried enough to reform?, Sep, 33  
 Not seeing is believing, Sep, 81  
 A phone is better than a face, Oct, 29  
 Restrictive legislation considered, Oct, 34  
 What you see is what you can get, Dec, 24  
 Feature: Picking software that's right for you, Dec, 58  
 "Need to know" gets costlier, Dec, 96

#### TELEVISION

Levi Strauss clicks with new TV ads in Europe, Feb, 68  
 U.S. networks conceding "serious" journalism to UK, Feb, 68  
 Big Brother is watching us watch them, Feb, 90  
 Condom ads will soon run in network prime time, Mar, 23  
 Cuban TV will attempt to sell in the Sunbelt, Mar, 23  
 Europe's ratings war heats up, Mar, 79  
 TWA to spend \$15 mil to push its travel channel, Apr, 86  
 Ted Turner's next battle will be with Anglovision, Apr, 86  
 Kodak & Coke score well with Chinese TV viewers, May, 64  
 26 TV ads shown to J. Walter Thompson stockholders, Jun, 25  
 And all the ships at sea (Shipboard Sat. Network), Jun, 29  
 Europe is on a TV satellite binge..James Styles, Jun, 35

Eleven cable companies join to form ad channel, Jun, 36  
 Chinese officials approve indoor soccer broadcasts, Jun, 86  
 Ollie and TV...the ultimate sales marriage, Aug, 6  
 Toy-inspired cartoons may be threatened by court, Aug, 25  
 Syndicated TV ad revenues rise 33.2%, Sep, 47  
 Low power TV is off and running, Oct, 30  
 Feature on TV's shopping shows: Your next move?, Oct, 85  
 S&MM's 25th annual survey of TV markets, Oct, 26, 128  
 Sky Channel loses big in race for European TV ads, Nov, 38

#### TEST MARKETING

Paramount trying still lower price with "Top Gun", Feb, 19  
 Test marketing put to the test, Mar, 65  
 Dole Fruit and Cream Bars, Mar, 65  
 Campbell's Home Cookin' Soups, Mar, 67  
 Ocean Spray Mauna La'i Hawaiian Guava Drink, Mar, 68  
 Arco tests gasless mini-markets, Mar, 33  
 Customers design content of their audio tapes, Jun, 36  
 Miller wades into wine coolers, Jul, 33  
 Liggett & Myers tries 30 to the box, Sep, 27

#### TIME & TERRITORY MANAGEMENT

Feature: 5 steps to create a Call Efficiency Index, Feb 16, 28  
 Feature: Laptops and the sales force: New stars..., Apr, 50  
 Feature on Survey Issues: Putting them to work, Jul 27, A-8  
 Temporaries: The new look in sales, Aug, 39  
 Rent-a-branch, Sep, 28  
 Where salespeople aren't, Nov, 34  
 Feature: Is the call report on the way out?, Nov, 78

#### TRADE SHOWS

A flashy slow-growth (Consumer Electronics Show), Feb, 22  
 Feature: The big payoff, Feb, 58  
 Big shows demand big plans, Feb, 74  
 Projected 1987 exhibition costs, Feb 16, 94  
 Typical exhibit costs, Feb 16, 97  
 High-tech toys get attention at New York Toy Show, Mar, 23  
 Housewares show dispute is on the horizon, Mar, 33  
 Material handling show draws record crowd, Mar, 34  
 Caterpillar meets Jiminy Cricket, Apr, 22  
 Selling the boss on trade shows, Apr, 98  
 The Greatest Show on Earth: Conexpo, May, 54  
 Only the brave deserve the fair, Jun, 101  
 U.S. Housing exhibit is a hit in Moscow, Jul, 65  
 Are trade shows worth it?, Aug, 35  
 U.S. pavilion does well at Poland's Poznan Fair, Aug, 49  
 U.S. mfrs. fear copies; boycott Korean Sports show, Sep, 27  
 Getting the brass to take trade shows seriously, Oct, 99  
 Taxation without relaxation (room taxes), Nov, 29  
 Standing room only at Munich's computer fair, Dec, 31  
 Not a customer in sight, but the show's a hit, Dec, 87  
 Thinking on their feet, Dec, 89

#### TRAVEL

Customs forms have Mastercard as sole advertiser, Jan, 20

European Economic Community to allow air discounts, Jan, 20  
 Discount air tickets won't fly with Chicago court, Jan, 33  
 How to avoid hotel phone charges, Jan, 70  
 Signature Inns: A motel for the business traveller, Jan, 70  
 Rule 240 can get you there (Airline negotiating), Jan, 70  
 Top twenty Holiday Inns, Jan, 70  
 More airports will add sleep and shower units, Feb, 19  
 Hotels may evict frequent guest incentives, Feb, 27  
 Is it a man, a plane? No...it's Super Shuttle, Feb, 62  
 Getting the best rates, Feb, 62  
 The good and bad airlines, Feb, 62  
 Better safe than sorry, Feb, 66  
 Misc. data, selected incentive travel destinations, Feb 16, 90  
 Airfares for the 25 most travelled routes, Feb 16, 102  
 Daily auto-rental rates by city and region, Feb 16, 106  
 Air travel awards for two, Mar, 52  
 Airline reservation systems probed, Mar, 33  
 Traveller's aid on a PC disk, Mar, 89  
 Allegis: Driving the friendly skies, Apr, 30  
 From O'Hare to downtown Chicago, Apr, 82  
 Multinational Executive Travel Companion (book), May, 62  
 Europeans to set up joint computer res. systems, May, 64  
 Budget hotels, Jun, 83  
 Planning aid: OAG Travel Planner/Hotel/Motel Guide, Jun, 84  
 Caribbean hotels filled, but don't make much money, Jun, 86  
 Airlines to send more personnel to charm school, Jul, 25  
 Suite hotels, Jul, 62  
 Lufthansa aims to shoot down proposed fare cuts, Jul, 65  
 West Germany's luxury train makes last trip, Jul, 65  
 A guide to inconvenience...the OAG, Aug, 48  
 When money is no object, try GuestPlus, Aug, 53  
 Amtrak's Metroliner service, Oct, 20  
 Hotel awards: Value or veil?, Oct, 20  
 A friendlier welcome for travelers, Oct, 44  
 Air Canada's no-smoking ban is now permanent, Oct, 46  
 When there's no room at the inn, Nov, 16  
 Are you financing the airlines' dereg mess?, Nov, 20  
 Ten highest downtown-to-airport taxi fares, Dec, 10  
 Awards and non-awards for 1987 (Traveler's Net.), Dec, 13

#### VOICE MAIL

Ordering around the clock (Voice mail), Oct, 40

#### WOMEN

Most meeting planners are women, Jan, 34  
 Better safe than sorry, Feb, 66  
 Doesn't product knowledge count any more?, Apr, 21  
 Miss America, next endorser for "Made in the USA"?, Jul, 25  
 Family business: Who's minding the store?, Jul, 53  
 Feature: Office politics and the hate squadron, Oct, 25  
 Race ahead in car sales, Dec, 23



# **SALES & MARKETING MANAGEMENT**

M A G A Z I N E

A BILL PUBLICATION  
633 THIRD AVENUE, NEW YORK, NY 10017  
(212) 986-4800

## **ADVERTISING SALES OFFICES**

### **East**

633 Third Avenue  
New York, NY 10017  
(212) 986-4800

### **Midwest**

307 N. Michigan Avenue  
Chicago, IL 60601  
(312) 782-1266

### **West**

10540 Talbert Avenue  
East Tower, Suite 150  
Fountain Valley, CA 92708  
(714) 962-7639



